



Yield To Heels

UNC Pedestrian Safety Awareness Campaign

<http://www.hsrc.unc.edu/y2h/>

Be AWARE

Pedestrians:

- Do not assume drivers can stop
- Look across all lanes you must cross
- Even though one vehicle has stopped, another may pass in another lane

Drivers:

- Be attentive when entering a crosswalk area
- Drive slowly. Be prepared to stop
- Do not overtake and pass other vehicles stopped for pedestrians on your side of the roadway

Be SAFE

Pedestrians:

- Cross the street between the lines within the crosswalk. If you cross the street at a place other than a designated crosswalk or intersection, remember the vehicle has the right-of-way.
- Make it easy for drivers to see you—dress in light colors and wear reflective materials.

Drivers:

- Yield to pedestrians crossing in marked crosswalks or at intersections. Failure to yield to a pedestrian in a marked crosswalk is a violation of North Carolina law

Be CONSIDERATE

Pedestrians:

- Establish eye contact with drivers before crossing
- Do not enter the crosswalk suddenly
- Wave or thank drivers who yield

Drivers:

- Establish eye contact with pedestrians
- Be patient